



Understanding the Maternal & Child Health Funding Landscape

This primer is designed to help Community-Based Organizations (CBOs) navigate the complex Maternal and Child Health (MCH) funding landscape. It provides an overview of various funding sources and mechanisms currently available.

CBOs can strengthen their financial sustainability by diversifying funding sources, including leveraging government mechanisms, partnering with universities and national organizations, and tapping into private philanthropy. Securing sustainable funding is essential for expanding programs, improving service delivery, and ensuring long-term impact in communities.

Public/Governmental Funding

Federal Funding for Maternal and Child Health Programs

Several federal agencies provide funding for MCH initiatives, including:

- **Health Resources and Services Administration (HRSA):** Administers Title V Maternal and Child Health Block Grants, Healthy Start, and the Maternal, Infant, and Early Childhood Home Visiting (MIECHV) program.
- **Centers for Disease Control and Prevention (CDC):** Supports MCH through programs such as the Perinatal Quality Collaboratives (PQCs) and Maternal and Child Health Epidemiology Program (MCHEP).
- **National Institutes of Health (NIH):** Funds MCH research and programs.
- **Administration for Children and Families (ACF):** Supports the economic and social well-being of children and families through programs such as Early Head Start.



Federal agencies provide funding through different mechanisms, including:



Block Grants: Funding given to state and local governments to support a broad range of health services that have flexibility in how they are administered. See page 3 for how these funds can be accessed by CBOs.



Cooperative Agreements: Funds awarded to non-federal entities (including CBOs) to support specific initiatives with substantial federal involvement in the work.



Grants: Funding opportunities for organizations that apply for specific federal initiatives.



Contracts: Funding provided to organizations to deliver defined services or research.

Federal agencies fund a range of entities (universities, national nonprofits, etc.) to advance national MCH initiatives. CBOs can partner with these entities in their communities. Opportunities include:



Centers of Excellence: To develop and disseminate best practices in MCH care.



Technical Assistance (TA) Centers: To provide capacity-building resources for state and local organizations.



Quality Improvement (QI) Initiatives: To support clinical and community-level improvements.



MCH Workforce Development Centers: To strengthen capacity and leadership to tackle complex challenges and improve outcomes.

Most federal funding opportunities are posted on [grants.gov](https://www.grants.gov).



State and Local Government Funding

State and local governments receive and allocate federal funding for local level MCH services (clinical and non-clinical). CBOs can apply to state and local agencies for contracts and grants to participate in these programs and/or partner with service agencies and health systems participating in these programs.

- **Title V Maternal and Child Health Block Grants:** States receive funding to support MCH services based on population and need. [Learn more](#) about how these grants work in your state.
- **Medicaid:** States share the cost with the federal government to provide health coverage and care for low-income families, including MCH.
- **Public Health Departments:** State and local health departments may offer direct funding to CBOs for community-based MCH programs and services.

National Nonprofits with Government Funding

Several national organizations receive federal MCH funding. You can engage with organizations like these to build capacity and partner on funding opportunities:

- [Association of Maternal & Child Health Programs \(AMCHP\)](#)
- [CityMatCH](#)
- [National Association of Community Health Centers \(NACHC\)](#)
- [National Healthy Start Association \(NHSA\)](#)

University Programs with Government Funding

Universities receive federal funding for programs and research initiatives and often lead community-based research projects and implementation science efforts. CBOs can partner with universities for federally funded projects.



Private Funding

Healthcare Organizations

In addition to providing direct MCH services and treatment, healthcare organizations often fund community-based programs and initiatives to improve prevention, service access, and outcomes. CBOs may find funding through grants and contracts with:



Payers and
Insurers



Hospital and
Healthcare Systems



Pharmaceutical
Companies

Federated Giving Organizations

Federated Giving Organizations raise money through a single campaign to support a range of CBOs. A common example across the United States is [United Way](#), which has regional affiliates that fundraise to support CBOs in their geographic area. Find other federated giving organizations through [this database](#).

Private Foundations

There are more than 100,000 private foundations in the United States. They vary in what, who, and where they fund.



Community Foundations focus on a particular geographic area to improve community outcomes. More than 900 community foundations operate across the country. Find community foundations in your area using [this map](#).



Family Foundations focus on priorities and specific charitable interests of the founding family. They can be national foundations or focused locally.



Corporate Foundations are established and funded by companies to support charitable causes. They operate as a separate nonprofit entity but are mission-aligned with the company's values. They could be national foundations or focused in the geographic areas of the company.



Healthcare Conversion Foundations are created when nonprofit healthcare organizations convert to for-profit status or transfer assets from a nonprofit organization to one of a for-profit status. Federal and most state laws require the assets from this conversion to be used for charitable purposes. Many foundations have maintained a commitment to supporting health-related community needs.

A list of **National Foundations** that prioritize funding for MCH can be found here: [Foundations that fund MCH CBOs](#)

Networks of national private philanthropies that focus on funding CBOs working in MCH include:

- [Grantmakers in Health \(GIH\)](#)
- [Funders for Birth Justice and Equity](#)
- [Funders for Maternal Mental Health](#)
- [Community Health Acceleration Partnership](#)

Visit www.CBOCARE.com to learn more about finding, applying for, and managing funding for MCH CBOs.



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